

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 04449 01 OF 02 201759Z  
ACTION COME-00

INFO OCT-01 ISO-00 EB-08 EUR-12 CIAE-00 INR-10 LAB-04  
NSAE-00 PA-02 SIL-01 USIE-00 SSO-00 INRE-00 /038 W  
-----063108 201816Z /72

O 201829Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC IMMEDIATE 4342

UNCLAS SECTION 01 OF 02 LONDON 04449

E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: LONDON TRADE CENTER

REFS: (A) STATE 65682; (B) STATE 66448

1. THE EMBASSY WELCOMES THE OPPORTUNITY TO RESPOND TO THE REQUEST IN REFERENCE (A) STATE 65682, FOR "PROPOSALS FOR MEANS BY WHICH US COMMERCIAL INTERESTS IN THE UK WOULD BE SATISFIED FOLLOWING THE CLOSING OF THE TRADE CENTER...." THE TRADE CENTER, OF COURSE, IS BUT ONE ELEMENT IN THE ACTIVE AND HIGHLY DIVERSE EXPORT PROMOTION ACTIVITIES OF THIS EMBASSY. IN TURN, EXPORT PROMOTION IS BUT ONE ELEMENT IN THE LARGER EFFORT OF THE EMBASSY TO PROMOTE MUTUALLY BENEFICIAL ECONOMIC AND COMMERCIAL RELATIONS BETWEEN THE US AND THE UK.

2. THE EMBASSY IS ENGAGED IN ON-GOING EFFORTS TO IMPROVE ITS SUPPORT OF THE TRADE PROMOTION PROGRAM MANAGED DOMESTICALLY BY DEPARTMENT OF COMMERCE WHILE, AT THE SAME TIME, TAKING ACTION TO IMPROVE THE QUALITY OF OUR ON-THE-SPOT ASSISTANCE TO US EXPORTERS AND THEIR FOREIGN BUYER COUNTERPARTS. THE ONLY LIMITATION BEING PLACED ON THESE EFFORTS IS THAT THEY MUST MEET THE PRESSING NEED TO REDUCE EXPENDITURES FOR PERSONNEL AND OTHER RESOURCES. THIS MEANS THAT WE MUST SEEK TO IMPROVE OUR ORGANIZATIONAL PERFORMANCE AND TAKE A CAREFUL  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 04449 01 OF 02 201759Z

LOOK AT OUR PRIORITIES IN THE APPLICATION OF RESOURCES. WE CAN NO LONGER AFFORD TO SUPPORT PROGRAMS THAT ARE MARGINAL TO WHAT IS BEING ACCOMOLISHED BY NON-GOVERNMENT INITIATIVE. THIS NOT ONLY APPLIES TO PROGRAMS IN THE EXPORT PROMOTION AREA, BUT ALSO TO CERTAIN ASPECTS OF OUR EFFORTS TO PROMOTE TOURISM AND CULTURAL EXCHANGE, AS WELL AS TO VARIOUS OTHER EMBASSY ACTIVITIES.

3. CLOSURE OF THE TRADE CENTER OBVIOUSLY WOULD ELIMINATE ONE FACILITY FOR THE EXHIBITION OF US PRODUCTS IN THE UK MARKET, BUT, IN OUR VIEW, THIS IS COMPATIBLE WITH THE NATIONAL OBJECTIVE OF MORE WISELY APPLYING THE LIMITED RESOURCES WE HAVE, BOTH HERE AND IN THE US, SINCE WE THINK WE CAN GET JUST AS MUCH OR MORE IMPACT FROM INTERNATIONAL TRADE SHOW PARTICIPATION BOLSTERED BY EMBASSY EFFORTS AND BY DEPARTMENT OF COMMERCE EFFORTS IN THE US. IN THIS VEIN WE THINK WE ALREADY ARE DOING A BETTER JOB HERE IN OUR EXPORT PROMOTION EFFORT, DESPITE THE REDUCTION OF TWO FSLs AND ONE FSO IN THE COMMERCIAL STAFF. HENCE, WE SHOULD MEASURE THE TRADE CENTER IN TERMS OF ITS RETURN IN PROPORTION TO THE MONEY AND MANPOWER INVESTED IN IT AS COMPARED TO OTHER ACTIVITIES.

4. WITH REGARD TO TRADE SHOWS, US PRODUCTS ARE BEING EXHIBITED IN BRITISH INTERNATIONAL TRADE SHOWS TO AN INCREASINGLY GREAT EXTENT. FOR EXAMPLE, 75 US COMPANIES WERE REPRESENTED AT THE COMBINED INTERNECON/UK AND INTERNATIONAL MICRO-ELECTRONICS EXHIBITION HELD AT BRIGHTON IN OCTOBER 1977, AND 86 US FIRMS WERE REPRESENTED IN THE INTERNATIONAL ELECTRICAL, ELECTRONIC AND INSTRUMENTS EXHIBITION HELD AT THE NATIONAL EXHIBITION CENTER IN BIRMINGHAM IN MARCH 1978. LARGE NUMBERS OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 04449 01 OF 02 201759Z

US FIRMS WERE ALSO REPRESENTED IN THE HOTEL CATERING SHOW HELD RECENTLY IN LONDON AND IN OTHER INTERNATIONAL FAIRS. MOST OF THESE US FIRMS PARTICIPATED THROUGH, OR IN CONJUNCTION WITH, THEIR UK REPRESENTATIVES OR SUBSIDIARIES AS WAS THE CASE WITH 130 OF THE 162 US FIRMS REPRESENTED IN THE COMPELEX, USAPRINT AND MINIMICRO MAJOR SHOWS HELD RECENTLY IN THE US TRADE CENTER.

5. ON INTERNATIONAL TRADE SHOW COSTS, THE STATEMENT CONTAINED IN REFERENCE (B) STATE 66448, THAT THE SUNDAY TIMES NEWSPAPER REPORTED THAT THE COST FOR INDIVIDUAL PARTICIPATION IN BRITISH AND EUROPEAN TRADE FAIRS WILL NEARLY TRIPLE, IS INCORRECT. THE ARTICLE IN QUESTION STATED THAT FEES WILL BE INCREASED FOR BRITISH EXPORTERS TAKING PART IN GOVERNMENT-BACKED TRADE FAIRS ABROAD. THIS HAS NOTHING TO DO WITH INTERNATIONAL TRADE FAIRS HELD IN BRITAIN, FOR WHICH FEE INCREASES WILL NOT BE OUT OF LINE WITH NORMAL INFLATION RATES.

6. EMBASSY COMMERCIAL SPECIALISTS HAVE PLAYED A KEY

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 LONDON 04449 02 OF 02 201748Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 CIAE-00 INR-10 LAB-04  
NSAE-00 PA-02 SIL-01 USIE-00 SSO-00 INRE-00 /038 W  
-----063005 201815Z /72

O 201829Z MAR 78  
FM AMEMBASSY LONDON  
TO SECSTATE WASHDC IMMEDIATE 4343

UNCLAS SECTION 02 OF 02 LONDON 04449

ROLE IN EFFORTS TO FIND SUITABLE LOCAL REPRESENTATION FOR FIRMS EXHIBITING AT THE TRADE CENTER. WE HAVE TAKEN MEASURES TO INCREASE THE EFFECTIVENESS OF OUR REO-FIND PROGRAMS IN GENERAL THROUGH INCREASED PERSONAL CONTACTS WITH UK IMPORTERS AND REDUCING THE TURN-AROUND TIME FOR RESPONSES TO AGENCY/DISTRIBUTOR (ADS) REQUESTS FORWARDED BY THE DEPARTMENT OF COMMERCE. THIRTY-FOUR SUCH REQUESTS WERE HANDLED IN THE FIRST TWO MONTHS OF THIS YEAR, VERSUS 12 FOR THE SAME PERIOD OF LAST YEAR. WITH NO BACK-LOGS EXISTING IN THE SERVICING OF ADS REQUESTS, THE EMBASSY IS NOW ENGAGED IN A CONCERTED EFFORT TO STIMULATE INTEREST OF BRITISH IMPORTERS IN REPRESENTING US PRODUCT LINES. THIS EFFORT INCLUDES AN EXTENSIVE PROMOTION OF THE RECENTLY-ACQUIRED VSMF SYSTEM, WHICH PERMITS UK BUYERS TO READILY OBTAIN INFORMATION FROM MICROFILM ON THE PRODUCTS OF OVER 30,000 US FIRMS.

7. THE CLOSURE OF THE TRADE CENTER NEED NOT IMPACT ADVERSELY ON THE ABILITY OF SMALL AND MEDIUM US FIRMS TO PARTICIPATE IN THE UK MARKET NOR ADVERSELY AFFECT THE OVER-ALL ABILITY OF US FIRMS TO COMPETE IN THIS MARKET. THE EMBASSY IS PREPARED TO WORK CLOSELY WITH COMMERCE TO STRENGTHEN THE MANY PROGRAMS OUTSIDE OF  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 04449 02 OF 02 201748Z

THE TRADE CENTER FOR ASSISTING THESE FIRMS. WHAT RESOURCES WE WILL NEED TO EMPLOY AT THIS END TO ASSIST US FIRMS TO PARTICIPATE IN UK INTERNATIONAL TRADE FAIRS WILL DEPEND LARGELY ON THE NATURE AND SUCCESS OF COMMERCE'S DOMESTIC EFFORTS TO STIMULATE SUCH PARTICIPATION, AND WE THINK THIS SHOULD BE AN AREA FOR PRIMARY FOCUS IN THE PERIOD AHEAD.

8. A DECISION ON THE FUTURE OF THE TRADE CENTER SHOULD BE MADE PRIOR TO THE APRIL 15 DEADLINE FOR GIVING NOTICE OF INTENT NOT TO RENEW THE EXPIRING LEASE OF THE CENTER'S PREMISES.  
BREWSTER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** Z  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 mar 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978LONDON04449  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780122-1184  
**Format:** TEL  
**From:** LONDON  
**Handling Restrictions:**  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780348/aaaabocb.tel  
**Line Count:** 184  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** f64af2c3-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** ONLY  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** ONLY  
**Reference:** 78 STATE 65682, 78 STATE 66448  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 08 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3270012  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** LONDON TRADE CENTER  
**TAGS:** BEXP, UK  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/f64af2c3-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014